

**Agency Activity Inventory**  
**by Agency**  
**Appropriation Period: FY 2005-06**

**Agency:** H67 - Educational Television Commission

**Functional Group:** Education

**824 Agency Fundraising**

ETV generates revenue for its services and programs through its Enterprise Services Unit, which includes TV Underwriting Sales and Festival (On Air Pledge fundraising), which operate in conjunction with the ETV Endowment of SC, as well as the Marketing Department, which sells ETV programs on videotape and DVD's, and Customer Services, which responds to viewer and listener inquiries and encourages membership in the ETV Endowment. Agency Fundraising also includes National Programming and Development, which in conjunction with the ETV Endowment, seeks resources for developing, producing and broadcasting national television and radio programming. SC Code Section 59-7-50 authorizes ETV to charge for its services and programs and to use the funds received for Commission purposes.

FY 2005-06							
Total	General Funds	Federal Funds	Maybank Funds	Supp. Funds	CRF	Other Funds	FTEs
\$835,067	\$353,682	\$0	\$0	\$0	\$0	\$481,385	10.20

**Expected Results:**

As ETV's state budget has been reduced by nearly 40% since May, 2001, increased emphasis has been placed on reducing our reliance on state funds. ETV has for many years generated operational funding from the sales of its programs and services, but has not always focused on the net profitability of these activities. Expected results for future years would be to increase operating revenue from selected activities which are clearly profitable.

**Outcome Measures:**

The following revenue goals have been established for FY 05-06: Radio Underwriting Sales - \$550,000; TV Underwriting Sales - \$225,000; Marketing - \$300,000; On-Air Pledge - \$1,780,000; Car Donation - \$35,000

**Agency:** H67 - Educational Television Commission

**Functional Group:** Education

**825 Pre K - 12 Educational Services**

ETV's commitment to life-long learning places particular emphasis on; 1) pre-school programming to enhance school readiness; 2) providing parents and caregivers with information on using TV as a powerful learning tool; 3) k-12 curriculum designed to supplement classroom resources and to support and enhance established curriculum standards; 4) pre-service and professional staff development for educators. ETV, in partnership with SDE, produces and delivers materials for use in the classroom using a variety of delivery systems. This allows more access to programming for all learners. SDE/ITV works with vendors to lease or purchase programs across the curriculum to support identified standards, but often there are no programs that meet a state-specific need (such as SC History programs). ETV works with SDE/ITV to identify curriculum needs and to produce programs that fulfill that need. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

**Agency Activity Inventory**  
**by Agency**  
**Appropriation Period: FY 2005-06**

FY 2005-06							
Total	General Funds	Federal Funds	Maybank Funds	Supp. Funds	CRF	Other Funds	FTEs
\$5,113,388	\$3,023,720	\$0	\$0	\$0	\$448,000	\$1,641,668	69.00

**Expected Results:**

1) With increased emphasis on accountability and assessment, ETV is working with SDE to provide training to teachers and district staff on assessment strategies; 2) ETV works closely with EOC and SDE to provide information on School Report Cards to parents and the media; 3) Educational funding continues to be a problem, but by providing free access to core curriculum materials, ETV has allowed equal access to all school districts across the state. Programs are available in Art, Science, Math, language arts, social science and technology; 4) Interactive Distance Learning Centers (DELCS), a cooperative effort of ETV and local school districts, allow a master teacher to be shared throughout the district, without having to travel to various locations throughout that district; 5) Increased emphasis on technology across the curriculum means students and teachers have access to a variety of learning tools.

**Outcome Measures:**

The following goals have been established to support pre-school children and K-12 students and teachers for FY 05-06: Ready to Learn programming for children - 3,000 hours; K-12 programs for students to meet critical curriculum needs - 14,500 hours; Staff development for teachers and administrators - 1,500 hours; Scheduling of programs for district use through 35 DELC's (Distance Education Learning Centers) - 73,000 hours; Video-On-Demand through ETV StreamlineSC - 500,000 views.

**Agency:** H67 - Educational Television Commission

**Functional Group:** Education

**826 Educational Radio**

ETV operates a total of eight radio stations which provide statewide coverage 24 hours per day, seven days per week. ETV Radio provides a combination of National Public Radio (NPR) programming and locally produced programming. The ETV Radio Network provides three distinct formats: WNSC-FM provides all Jazz; WRJA-FM in Sumter, WJWJ-FM in Beaufort, WHMC-FM in Conway, and WLJK-FM in Aiken provide all News; the remaining three stations, WEPR-FM in Greenville, WLTR-FM in Columbia and WSCI-FM in Charleston provide Classical Music/News. ETV Radio also provides evacuation information during emergency situations such as hurricanes. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

FY 2005-06							
Total	General Funds	Federal Funds	Maybank Funds	Supp. Funds	CRF	Other Funds	FTEs
\$1,168,407	\$244,761	\$0	\$0	\$0	\$0	\$923,646	9.00

# Agency Activity Inventory

## by Agency

### Appropriation Period: FY 2005-06

**Expected Results:**

24/7 FM radio broadcasting to serve the public interest, convenience and necessary eight licenses granted by the Federal Communications Commission to the ETV Commission of South Carolina. The broadcasting service is the "media of record" for the South Carolina Emergency Preparedness Division in the state emergency plan, with coastal and midlands transmitters equipped with backup electrical generators to stay on the air with vital information during hurricane evacuations and aftermath.

**Outcome Measures:**

Arbitron surveys twice each year indicate who is listening, when and where that listening occurs and how frequently the service is used. Three times each year, on air membership drives for the ETV Endowment of South Carolina solicit donations from listeners. In addition to these member donations, contributions from companies and non-profits pay for nearly all expenses of the FM broadcast services.

**Agency:** H67 - Educational Television Commission**Functional Group:** Education**827 Higher & Medical Education Services**

Undergraduate and Graduate Distance Education courses are available in every county, including courses for teachers who must meet recertification requirements. Hospitals, DHEC and Mental Health offices, and other medical sites offer continuing health and medical education to communities throughout the state. Chapter 7 of Title 59 of the SC Code established the ETV Commission.

FY 2005-06							
Total	General Funds	Federal Funds	Maybank Funds	Supp. Funds	CRF	Other Funds	FTEs
\$2,106,703	\$1,077,680	\$0	\$0	\$0	\$658,000	\$371,023	18.00

**Expected Results:**

As the cost of college and continuing education continues to rise, learners are taking courses by distance education to save travel expenses, and complete course requirements in less time, often while having full-time jobs. With the significant reduction in agency staff for medical and health care sites, time away from the workplace, even for state or federally mandated training, has become increasingly difficult.

**Outcome Measures:**

The following goals have been established to support higher education learners and medical professionals for FY 05-06: Undergraduate and graduate programming - 6,000 hours including satellite and online courses; Professional development and recertification training at local health and medical sites - 400 hours; Manage [www.desc.info](http://www.desc.info), a comprehensive Internet listing of SC distance education opportunities and [www.scprepares.org](http://www.scprepares.org), an Internet site listing SC training resources for public health professionals to prepare for terrorism and disasters.

**Agency Activity Inventory**  
**by Agency**  
**Appropriation Period: FY 2005-06**

**Agency:** H67 - Educational Television Commission

**Functional Group:** Education

**828 Educational Television - National Programming**

ETV operates eleven television stations which broadcast statewide 24 hours per day, seven days per week. ETV broadcasts public television programming purchased through several national program distributors, predominately the Public Broadcasting Service (PBS). Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

FY 2005-06							
Total	General Funds	Federal Funds	Maybank Funds	Supp. Funds	CRF	Other Funds	FTEs
\$2,811,991	\$596,278	\$0	\$0	\$0	\$0	\$2,215,713	5.00

**Expected Results:**

Meeting the requirements of the Federal Communications Commission as a licensee, ETV operates 24/7 television broadcasting with over one third of those hours (62 per week) devoted to the PBS "Ready to Learn" schedule for young children in preschool. Overnight broadcasting ensures ETV is on the air for state weather emergencies as the "media of record" for the State Emergency Preparedness Division, and lessens wear on transmitters not having to power them down and back up daily.

**Outcome Measures:**

Four times each year, Nielsen surveys indicate viewing patterns by market of who is watching ETV, where and for how long. Four times each year, on air membership drives solicit contributions from viewers to the ETV . Endowment. Contributions are also solicited from companies and non-profits. Both of these sources, along with an annual grant from the Corporation for Public Broadcasting (CPB), provide funds to purchase the national programming.

**Agency:** H67 - Educational Television Commission

**Functional Group:** Education

**829 Education Services to City, County and State Government**

ETV acquires, produces and broadcasts programming of interest to the citizens of the state. ETV also operates the South Carolina Channel, a channel of all local programming for and about South Carolinians. This full-time, all digital channel was the first of its kind in the United States. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

FY 2005-06

**Agency Activity Inventory**  
**by Agency**  
**Appropriation Period: FY 2005-06**

<b>Total</b>	<b>General Funds</b>	<b>Federal Funds</b>	<b>Maybank Funds</b>	<b>Supp. Funds</b>	<b>CRF</b>	<b>Other Funds</b>	<b>FTEs</b>
\$1,599,523	\$1,035,103	\$0	\$0	\$0	\$196,000	\$368,420	26.00

**Expected Results:**

As required by licenses granted by the Federal Communications Commission, ETV operates television broadcasting that serves the public interest, convenience and necessity. 24/7 broadcasting ensures ETV is on the air for state weather emergencies as the "media of record" for the State Emergency Preparedness Division. The new, digital television transmitters carry the existing ETV service, but add a high definition service from PBS, and a 24/7 local service of ETV, the South Carolina Channel (SCC). SCC carries daily coverage of the Governor's Office, House of Representatives and State Senate during the legislative session. In addition, it carries high school football and basketball championships live. Also, the South Carolina Channel, as each digital channel is signed on, provides in-depth coverage of each county of the state through the ETV Road Show.

**Outcome Measures:**

Four times each year, Nielsen surveys indicate viewing patterns by market of who is watching ETV, where and for how long. Four times each year, on air membership drives solicit contributions from viewers to the ETV Endowment. Contributions are also solicited from companies and non-profits. Both of these sources, along with an annual grant from the Corporation for Public Broadcasting (CPB), provide funds to support the production of local programming.

**Agency:** H67 - Educational Television Commission

**Functional Group:** Education

**830 Educational Television - Local Programming**

ETV acquires, produces and broadcasts programming of interest to the citizens of the state. ETV also operates the South Carolina Channel, a channel of all local programming for and about South Carolinians. This full-time, all digital channel was the first of its kind in the United States. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

<b>FY 2005-06</b>							
<b>Total</b>	<b>General Funds</b>	<b>Federal Funds</b>	<b>Maybank Funds</b>	<b>Supp. Funds</b>	<b>CRF</b>	<b>Other Funds</b>	<b>FTEs</b>
\$5,245,785	\$3,782,135	\$0	\$0	\$0	\$98,000	\$1,365,650	68.00

**Expected Results:**

As required by licenses granted by the Federal Communications Commission, ETV operates television broadcasting that serves the public interest, convenience and necessity. 24/7 broadcasting ensures ETV is on the air for state weather emergencies as the "media of record" for the State Emergency Preparedness Division. The new, digital television transmitters carry the existing ETV service, but add a high definition service from PBS, and a 24/7 local service of ETV, the South Carolina Channel (SCC). SCC carries daily coverage of the Governor's Office, House of Representatives and State Senate during the legislative session. In addition, it carries high school football and basketball championships live. Also, the South Carolina Channel, as each digital channel is signed on, provides in-

**Agency Activity Inventory**  
**by Agency**  
**Appropriation Period: FY 2005-06**

depth coverage of each county of the state through the ETV Road Show.

**Outcome Measures:**

Four times each year, Nielsen surveys indicate viewing patterns by market of who is watching ETV, where and for how long. Four times each year, on air membership drives solicit contributions from viewers to the ETV Endowment. Contributions are also solicited from companies and non-profits. Both of these sources, along with an annual grant from the Corporation for Public Broadcasting (CPB), provide funds to support the production of local programming.

**Agency:** H67 - Educational Television Commission

**Functional Group:** Education

**831 Administration**

ETV acquires, produces and broadcasts programming of interest to the citizens of the state. ETV also operates the South Carolina Channel, a channel of all local programming for and about South Carolinians. This full-time, all digital channel was the first of its kind in the United States. Chapter 7 of Title 59 of the SC Code of Laws established the ETV Commission.

<b>FY 2005-06</b>							
<b>Total</b>	<b>General Funds</b>	<b>Federal Funds</b>	<b>Maybank Funds</b>	<b>Supp. Funds</b>	<b>CRF</b>	<b>Other Funds</b>	<b>FTEs</b>
\$3,033,051	\$2,900,556	\$0	\$0	\$0	\$0	\$132,495	32.00

**Expected Results:**

As required by licenses granted by the Federal Communications Commission, ETV operates television broadcasting that serves the public interest, convenience and necessity. 24/7 broadcasting ensures ETV is on the air for state weather emergencies as the "media of record" for the State Emergency Preparedness Division. The new, digital television transmitters carry the existing ETV service, but add a high definition service from PBS, and a 24/7 local service of ETV, the South Carolina Channel (SCC). SCC carries daily coverage of the Governor's Office, House of Representatives and State Senate during the legislative session. In addition, it carries high school football and basketball championships live. Also, the South Carolina Channel, as each digital channel is signed on, provides in-depth coverage of each county of the state through the ETV Road Show.

**Outcome Measures:**

Four times each year, Nielsen surveys indicate viewing patterns by market of who is watching ETV, where and for how long. Four times each year, on air membership drives solicit contributions from viewers to the ETV Endowment. Contributions are also solicited from companies and non-profits. Both of these sources, along with an annual grant from the Corporation for Public Broadcasting (CPB), provide funds to support the production of local programming.

**Agency Activity Inventory**  
**by Agency**  
**Appropriation Period: FY 2005-06**

**AGENCY TOTALS**

*Educational Television Commission*

<b>TOTAL AGENCY FUNDS</b>	<b>TOTAL GENERAL FUNDS</b>	<b>TOTAL FEDERAL FUNDS</b>	<b>TOTAL OTHER FUNDS</b>
\$21,913,915	\$13,013,915	\$0	\$7,500,000
<b>TOTAL MAYBANK FUNDS</b>	<b>TOTAL SUPPLEMENTAL FUNDS</b>	<b>TOTAL CAPITAL RESERVE FUNDS</b>	<b>TOTAL FTEs</b>
\$0	\$0	\$1,400,000	237.20

**Agency Activity Inventory**  
**by Agency**  
**Appropriation Period: FY 2005-06**